

MEMORANDUM

To: Secretary, Federal Communications Commission

From: MMB, Policy and Rules Division

Date: November 7, 1995

Re: MM Docket 93-48 - Children's Television Programming

Please associate the attached with MM Docket 93-48 ("Policies and Rules Concerning Children's Television Programming").

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NOV - 7 1995

DOCKET FILE COPY ORIGINAL

**FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY**

9/12/95

Lauren A. Hyberg
7328 Centennial Rd.
Derwood, MD 20855

Dear Secretary of FCS, 15 2:41 PM '95

What an important decision you have involving children's television programming. I hope that you receive thousands of suggestions from adults & children because I believe nearly everyone has an opinion. Writing them, vocalizing them is hard however.

I have two children 4 & 8. I am a strong believer in commercial-free programming for kids. They can't vote, they can't even be heard most of the time. As parents we are their advocates. I think a variety of shows is ideal - I don't think they should be cookie-cake shows.

My biggest complaint is programming scheduling. Now my 8 yr. old is no longer interested in Sesame St. etc. & wants to watch re-runs of older shows. Lassie, Flipper, Munsters, Bewitched are fine - but why do we have Rosanne on at 5 o'clock - Saturday Night Live at 5 PM? Evening Shade 6 PM? Cagney & Lacey? I don't allow my daughter to watch them but it's getting harder to find something that appeals to both of us. I am not only concerned for my children, I'm worried about other

Kids too. I like to think that parents are looking after Children all over, not just in their own homes. I suffer with Mothers & Fathers that are burned out from life stress & don't want or need one more battle with their kids so T.V. is left open w/no guidelines. I don't believe for a minute that they're BAD parents - I think there's only so many hours in a day & T.V. is used for Time Out. Fine - O.K. whatever works - but the children could use a little help. That's where my vote comes in - - -

⊗ please make it policy for children's viewing time to be just that - until 8:30 PM

✓ Fun Game shows

✓ Old reruns of FUNNY shows - the ones we used to watch as ~~family~~ families together but are no longer made. I love Grace Under Fire - but it's for my husband & ~~me~~ ^{me} not the kids - will that show up at 4:30 someday? I hope not.

✓ shows that show how things are made - construction, landscaping, LEGOS - my daughter would love a show about them, Even constructing laws & policies - but Kid oriented

That's it - I don't really have a good sense for marketing - I just want more for all kids than what's out there now. Thank you for your time - GOODLUCK - sincerely, Lauren Hykers

The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear ~~Chairman~~ Hundt:

I am writing to urge you to defend the best interests of our nation's children by strengthening the guidelines for the Children's Television Act.

Millions of American children grow up facing constant crises such as hunger, poverty, family problems and violence -- leaving them ill-prepared to learn in school. Millions more are educated in underfunded and troubled school systems. The number of school drop-outs and illiterate high school graduates increases dramatically each year. These trends imperil our nation's health, security and future.

Television has an unparalleled influence in the lives of all Americans and can play an unprecedented role in nourishing the minds of our nation's children. Today children have better access to sensationalistic talk shows, violent cartoons, and adult sitcoms than they do to programming designed to enrich their minds. This must change.

The market forces, which govern how shows are developed and aired, are biased against educational programming for children. We cannot leave the educational needs of our nation's children in the unseen hands of market forces. Inaction has already led to the dominance of shows cynically designed to serve as marketing vehicles for toys, candy and other products.

The FCC must stand up for children. The FCC must provide broadcasters with a clearer definition of "educational" programming and make sure that television stations air at least one hour a day of these shows between 7 a.m.-10 p.m. in regularly scheduled time slots. America's children are counting on you.

Sincerely,

Kathryn Barrett

The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20554

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Sincerely,

Walter Auterson

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Sincerely,

Carol A. Badandy

mmb

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Chairman
Federal Communications Commission
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Sincerely,

Beverly Brinkerhoff

The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20554

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Sincerely,

May Ellen Speil

MPB

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COMMUNICATIONS

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Sincerely,

Joan Mason
192 Moore Ln
Washingtonville NY 10992

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Sincerely,

Natalie L. Hough

The Honorable Reed Hundt
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Federal Communications Commission
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Sincerely,

Sandra Arbeter
Port Jervis, NY

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Sincerely,

Carolyn C. Curtis
401A Mill St.
Wallkill, N.Y. 12589

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Sincerely,

Liliya Grinshteyn
Newburgh, N.Y.



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VIDEO
DISTRIBUTION

APRIL 22, 1995

DOCKET FILE COPY ORIGINAL

HONORABLE REED HUNDT
CHAIRMAN
FEDERAL COMMUNICATION COMMISSION

DEAR MR. HUNDT; AS A MEMBER OF MISSOURI FAMILY AND
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AS CHAIRMAN OF FCC HAS PROPOSED TWO OPTIONS FOR THE T-V
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IS ONE OF OUR NATIONAL PROJECTS.

MAY I STRESS ALSO: MORE EDUCATIONAL PROGRAMS
LESS VIOLENCE IN T-V PROGRAMS

THANK YOU FOR YOUR CONCERNS:

Lola Murphy

GNOSIS FCE CLUB MEMBER

MISSOURI FCE MEMBERS IN 66 COUNTIES--- APPROX 3,000
APPROX 250 CLUBS
NATIONAL FCE 150,000 approx.



MMB



Missouri Association For
Family & Community Education

APRIL 22, 1995

DOCKET FILE COPY ORIGINAL

HONORABLE REED HUNDT
CHAIRMAN
FEDERAL COMMUNICATION COMMISSION

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LESS VIOLENCE IN T-V PROGRAMS

*Programs with
less vulgarity.*

THANK YOU FOR YOUR CONCERNS:

Jeanette McCown

GNOSIS FCE CLUB MEMBER

MISSOURI FCE MEMBERS IN 66 COUNTIES--- APPROX 3,000

APPROX 250 CLUBS

NATIONAL FCE 150,000 approx.



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Missouri Association For
Family & Community Education

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APRIL 22, 1995

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**HONORABLE REED HUNDT
CHAIRMAN
FEDERAL COMMUNICATION COMMISSION**

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GNOSIS FCE CLUB MEMBER

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fce
Missouri Association For
Family & Community Education

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VIDEO TAPES
DATE

APRIL 22, 1995

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Mary White

GNOSIS FCE CLUB MEMBER

MISSOURI FCE MEMBERS IN 66 COUNTIES--- APPROX 3,000
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NATIONAL FCE 150,000 approx.





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APRIL 22, 1995

HONORABLE REED HUNDT
CHAIRMAN
FEDERAL COMMUNICATION COMMISSION

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THANK YOU FOR YOUR CONCERNS:

Lynn Stark

GNOSIS FCE CLUB MEMBER

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APPROX 250 CLUBS
NATIONAL FCE 150,000 approx.





Television Hill
Baltimore, Maryland 21211
Group W Television

Marcellus W. Alexander, Jr.
Vice President and
General Manager
(410) 578-7507

Secretary
Federal Communications Commission
1919 M Street NW
Washington, D.C. 20554

29 August 1995

RECEIVED

SEP - 1 1995

FCC MAIL ROOM

DOCKET FILE COPY ORIGINAL

Dear Sir or Madame:

We at WJZ have become aware of the proposed rule to make "numerical quotas" as part of the Children's Television Act. As a broadcaster in Baltimore that enjoys a strong reputation in the community, I can say that our station has been active in responding to the Act. New rules are not needed. Broadcasters understand the current definition of "educational and informational children's programming." With an exception of a few stations around the nation that have paid the price for non-compliance, the spirit of Act has been followed. There is more and better television available to children on broadcast television than ever before. In addition, stations like WJZ are reaching out to the community by providing educational children's specials to school systems for their videotape libraries. These tapes will be provided FREE OF CHARGE, to all county and city school systems in our television market.

Lastly, we are also looking at short segments, such as vignettes for kids. These can run through the day and especially on weekends when kids and parents are watching. Hopefully, the Commission will see the value of such short segments as well.

In conclusion, we at WJZ feel that if all stations make a wholehearted effort to comply with the Act as a part of their everyday working mantra, the cost and effort necessary to establish and "police" numerical quotas will not be necessary, and broadcasters will be free to be creative in the way they service this very important segment of our viewing audience.

Sincerely,

Marcellus W. Alexander
Vice President & General Manager
WJZ-TV

cc: Chairman Reed Hunt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

There's only one JZ





Secretary
Federal Communication Commission
1919 M St. NW
Washington DC 20554

DOCKET FILE COPY ORIGINAL

RECEIVED
AUG 25 1995
FCC MAIL ROOM

Dear Secretary

I have a growing concern about the children's programming and the amount of burden that is continuously placed on the broadcaster . The broadcaster has continued to rally to the commissions demand in children's programming and we have significantly increased children's education and information programming.


The playing field has been continuously decreased in size for the broadcaster and more and more demands are placed on its shoulders. The current FCC rules are working and to increase this programming and new rules are not needed.

Broadcasters understand the current definition of "educational and informational children's programming", which needs no change. I feel that the broadcaster accepts there responsibility very seriously .

When rules quantifying (quotas) the amount are unnecessary --- broadcasters are responding to the Act and the unquantified obligation in the current rules with more and better educational and informational programming for children.

Many short segment programming is important for kids and should get credit. The above directs me to strongly oppose the FCC docket number ,(MMDOCKET No.93-48).

Sincerely


Perley E. Eppley GM. WFXL-TV

1211 NORTH SLAPPEY BOULEVARD
P.O. BOX 4050
ALBANY, GEORGIA 31706
912-435-3100
FAX 912-435-0485
FAX SALES 912-889-8966

A SGA ASSOCIATES, INC. STATION



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AUDIO SERVICES
DIVISION
AM BRANCH

AUG 30 3 37 PM '95

August 28, 1995

415 LACKAWANNA AVENUE • SCRANTON, PENNSYLVANIA • 18503
(717) 961-2222 • FAX (717) 342-1254

Secretary
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RE: MM Docket No. 93-48

Mr Secretary:

This letter is submitted to voice my concern regarding the above-referenced Docket currently before the Commission.

Broadcasters have responded to the call to expand educational and informational programming. As our portion of the broadcast spectrum diminishes in the face of new delivery systems, we continue to provide increasing amounts of such programming. The Children's Television Act is working!

Quantification does not assure quality and airing even the most instructional and educational programming does not guarantee we will reach the target audience. Both long-form and short-form programming should be used to entertain AND instruct. Such programming exists today on our networks and at local television stations.

New rules are unnecessary. Broadcasters are acting responsibly in providing children's television. We know our obligations to our viewers and our communities.

Respectfully submitted,

Harry McClintock
Harry McClintock
Operations Manager
WYOU-TV

cc: Reed Hundt, Chairman
James Quello, Commissioner
Andrew Barrett, Commissioner
Susan Ness, Commissioner
Rachelle Chong, Commissioner

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HML
COLLEGE
INVEST

mmB
fce
National Association For
Family & Community Education

9325 Rd. 166
West Liberty, Ohio 43357
May 16, 1995

Reed Hundt, Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20554

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Dear Mr. Hundt:

As a member of the National Association for Family and Community Education, and as a grandparent, I encourage you to continue to review the quality and quantity of children's television programs. I ask you to consider strengthening the regulations for the Children's Television Act of 1990.

Parents are frustrated by the violent content and poor educational value of available children's television programs. Of course, parents can always "change the channel", but what is there to change to? Every American home does not have access to public television stations which offer the best children's programs. Parents shouldn't have to watch every program designated for children to determine if it really is "child friendly."

I realize this is a complex issue. But our children deserve to be influenced by the best educational systems we can provide. Most children's TV programs are far from that best. Other countries seem to do so much more for their children, it is time for us to raise the standards for our children.

Thank you for your efforts and concerns in this area.

Sincerely,



Carolyn Ropp



mme



National Association For
Family & Community Education

P. O. Box 6
Hollis, N. H. 03049
603-465-7463
March 30, 1995

The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt:

I strongly support strengthening the requirements of the Children's Television Act of 1990 so that the intent of this law can be carried out. The potential for the benefit of television to children in positive, educational messages is needed now, more than ever. The over the air broadcasters received their licenses free and, in return, are obligated to serve the public good.

It is important that this act be enforced because over the air broadcasters still reach more people than cable. Cable has some good programs for children, but also many programs children shouldn't be watching. Those who do not have cable are a higher percentage of low income families. Cable cannot solve our "educational and informational" programming for children.

Public television is providing some excellent programs, but they can't do it all. It doesn't release the broadcasters from their obligations. And, of course, I am concerned about what will happen with public TV. It certainly needs to remain non-commercial.

This country needs to place a priority on raising our children to be educated, productive citizens. It is important that the broadcasters play a small part in that obligation to our future.

Please, for our children, strengthen the regulations so that children may benefit with an hour of programming a day, regularly scheduled, at a time when they are watching. After school and early evening hours would be an excellent time.

I am concerned that no one I talk to, including some people in the television business, has ever heard of the Children's Television Act. I have been doing an "informal" survey as I have taken some trips around the country in the last several months. How can parents be contacting you with their concerns, if they don't know anything about this Act?

Thank you for all you are doing to improve the quality of programming for our children.

Sincerely,

Carolyn Gargasky

MMB

Route 1 Box 336
Carthage, MO. 64859
April 19, 1995

Federal Commucation Commission
1919 M St. -- NW Room 814
Washington, D. C. 10554

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Dear Sirs:

We the members of the Jolli Neighbors FCE Club feel there is too many programs for children to watch before school hours and after school is dismissed on sex, crime, drugs, and foul language that needs to be stopped. No wonder we have so much crime in our nation. They get the idea from TV programs.

Please stop such shows on TV. Many parents have to work and can't control their children all the time.

Most Sincerely
In God we Trust

Jolli Neighbors Ext. Club

Dorothy Rees Reporter

Members

Gattye Kahl,
Elsie Chorum
Fahy Holmes
Dorothy Shull
Bobette Stukey
Mary Anderson
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Dora Gaydou
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Catherine Snyder
Lucille Spencer
Dorothy Rees, Reporter

MMB

February 8, 1995

The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20554

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Dear Chairman Hundt:

We, the undersigned organizations made up of parents, teachers, librarians, psychologists, health care workers, consumer advocates, school board members, and others who care deeply about children, are writing to urge you to strengthen the guidelines for the Children's Television Act.

Millions of American children grow up facing crises such as hunger, poverty, family problems, and violence which leave them ill-prepared to learn in school. Millions more are educated in underfunded and troubled school systems. The number of school drop-outs and illiterate high school graduates increases dramatically each year. These trends imperil our nation's health, security, and future.

Broadcast television can play an unprecedented role in nourishing the minds of our nation's children. In the Commission's own words: "There are many imaginative and exciting ways in which the medium can be used to further a child's understanding of a wide range of areas: history, science, literature, the environment, drama, music, fine arts, human relations, other cultures and languages, and basic skills such as reading and mathematics which are crucial to a child's development." (1974 FCC Policy Statement)

We know that broadcasters have the talent to create children's shows which are as educational as they are entertaining. Yet, today's children have greater access to sensationalistic talk shows, violent cartoons, and adult sitcoms than they do to programming designed to enrich their minds.

The FCC needs to strengthen the guidelines of the Children's Television Act by establishing real policies designed to safeguard the interests of our children. These should include a clearer definition of "educational" programming and a requirement that television stations air at least one hour a day of 30-minute educational shows between 7 a.m. and 10 p.m. in regularly scheduled time slots.

No other regulatory body is in a position to make this happen. Please... America's children are counting on you.

Sincerely,
Georgia Spencer
Adair County MAFCF
Missouri Association Family
Community and Education